

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 04545 152113Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----048379 161313Z /43
R 150030Z JUL 78
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 8140

UNCLAS TAIPEI 04545

FOR BED/OIM/EA - KELLY

E.O. 11652: NA
TAGS: BEXP, TW
SUBJECT: CLOSING DAY REPORT

1. PACKAGING EQUIPMENT EXHIBITION
2. US TRADE CENTER, TAIPEI, JULY 10-14, 1978
3. 17 PARTICIPANTS, 23 EXHIBITORS
 - A. NTM 21
 - B. OTM 2
4. \$289,200
 - A. NTM \$279,200
 - B. OTM \$ 10,000
5. \$4,395,000
 - A. NTM \$4,195,000
 - B. OTM \$ 200,000
6. 5
7. 7

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8. 5
9. NA
10. 2231 (UNOFFICIAL)
11. RESINA AUTOMATIC MACHINERY COMPANY INC. SELECTED
AN AGENT AND SOLD HIS DISPLAY MACHINE: "I SOLD MY
RESINA SCREW CAPPERS MACHINE TO AN UNPRETENTIOUS

CHINESE BUSINESSMAN. HE ASKED IF THE MACHINE WOULD PUT CAPS ON HIS 'SOY SAUCE' BOTTLES. WE PUT THE CAPS IN MY MACHINE - IT CAPPED THE BOTTLES PERFECTLY - HE BOUGHT THE MACHINE."

12. PACKAGING EQUIPMENT EXHIBITION WAS WELL TIMED FOR THE TAIWAN MARKET. SIXTEEN OF THE 23 EXHIBITORS REPORTED IMMEDIATE SALES AND PROSPECTS FOR FUTURE SALES ARE EXCELLENT.

EXHIBITORS SEEKING REPRESENTATIVES IN THE ROC WERE DELIGHTED WITH THE INTEREST AND QUALITY OF AGENTS SEEKING BUSINESS RELATIONSHIPS. ALTHOUGH ONLY 5 FIRMS ORIGINALLY STATED THEY WERE SEEKING AGENTS, 7 SALES AGREEMENTS WERE NEGOTIATED DURING THE SHOW. AMERICAN CHAMBER OF COMMERCE IN ROC INVITED THE 12 AMERICAN EXHIBITORS ATTENDING THE EXHIBITION TO A BREAKFAST BRIEFING WITH 9 RESIDENT AMERICAN BUSINESSMEN FROM THE ROC. BUSINESSMAN TO BUSINESSMAN DIALOGUE WAS INFORMATIVE TO ALL. THE EXCHANGE WAS FRUITFUL, WITH THE EXHIBITORS GAINING A BETTER UNDERSTANDING OF MARKETING IN TAIWAN, AND A CLEAR DIRECTION IN WHICH TO PURSUE INDIVIDUAL OBJECTIVES DURING THEIR VISIT TO THE ROC. UNGER

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Message Attributes

Automatic Decaptioning: X
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Draft Date: 15 jul 1978
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
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Expiration:
Film Number: D780292-0211
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780755/aaaabumj.tel
Line Count: 85
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Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 9d058072-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1993925
Secure: OPEN
Status: NATIVE
Subject: CLOSING DAY REPORT
TAGS: BEXP, TW
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/9d058072-c288-dd11-92da-001cc4696bcc
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